

Semper Fit Tobacco Awareness



Objectives

- ✓ **Describe how tobacco affects performance.**
- ✓ **Describe two ways tobacco use is contrary to Marine Corps values.**
- ✓ **Discuss two methods of dealing with the pressure of being around smokers.**



Marine Corps Leadership Principles

- ✓ Know yourself and seek self-improvement
- ✓ Be technically and tactically proficient
- ✓ Develop a sense of responsibility among your subordinates
- ✓ Make sound and timely decisions
- ✓ Set the example



Deaths From Tobacco vs. From War

**Tobacco - 450,000 deaths
each year**



**War - 457,426 deaths
from 21 years of
war**





Marlboro Lights



10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING:
Cigarettes Cause Death



NEW

SPECIAL LIGHTS



This one's something Special

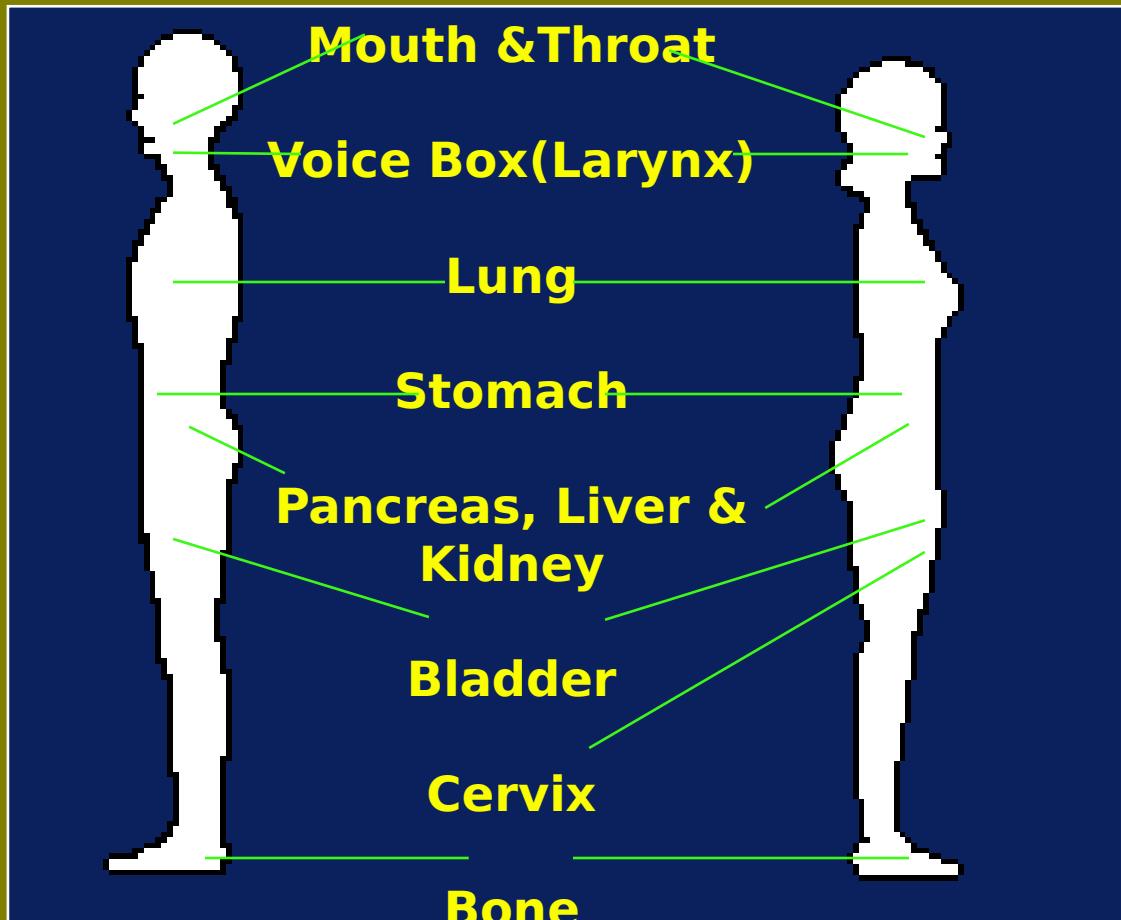
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

11 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

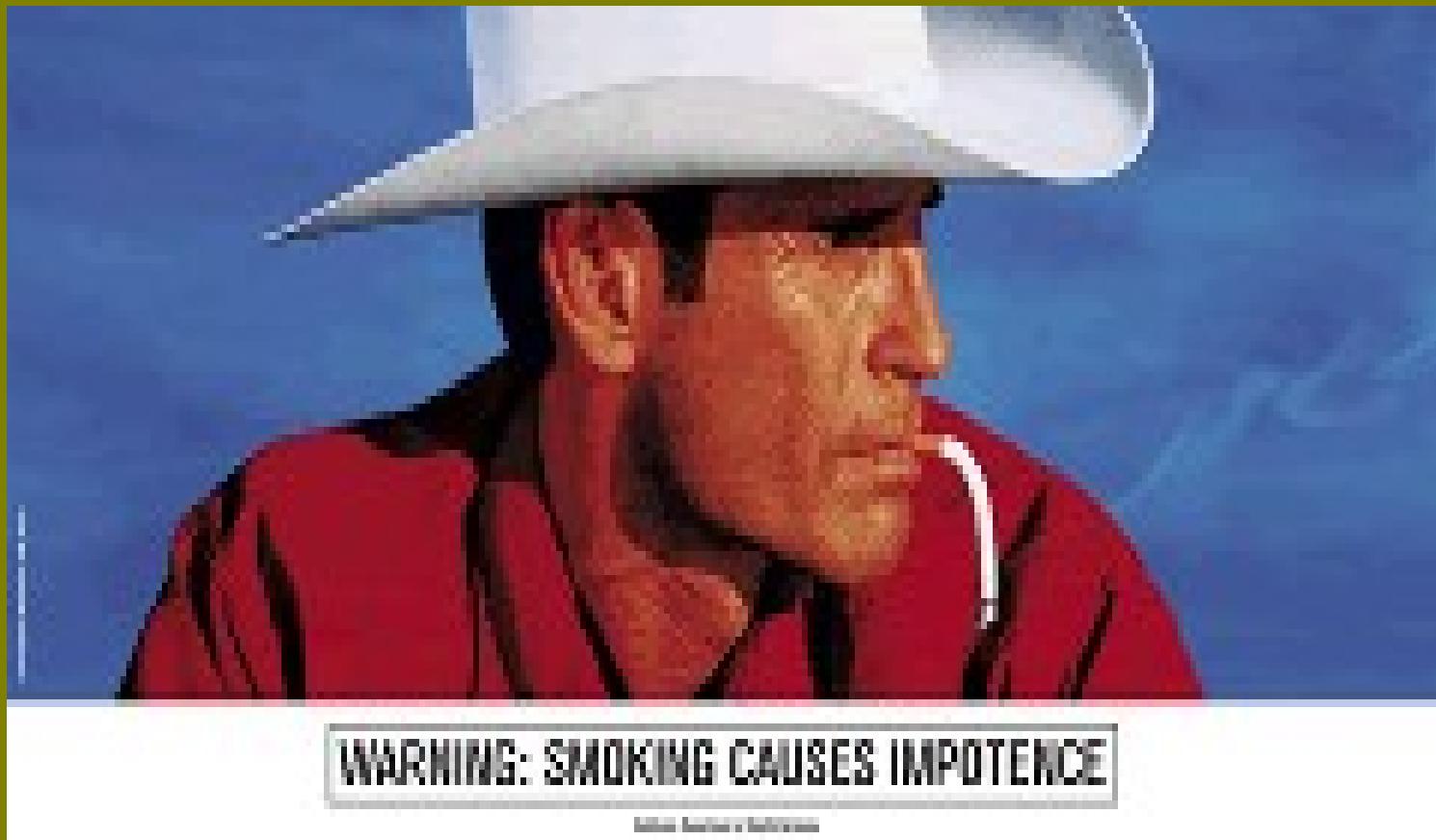
Joe



Tobacco-Related Cancer Sites



Smoking & Impotence



WARNING: SMOKING CAUSES IMPOTENCE

© Philip Morris Inc. 1997





**SMOKING IS
VERY DEBONAIR**



Effect on PFT

**TOBACCO AFFECTS YOUR
PFT!**

**TOBACCO USE IS
UNMARINELY BEHAVIOR!**



Health Effects on Children

- **Miss more school days**
- **More hospital admissions for bronchitis and pneumonia**
- **More severe asthma attacks**
- **More ear infections**



Being around tobacco users

- ✓ **Avoid smoking sections or groups.**
- ✓ **Avoid alcohol if you are around tobacco users.**
- ✓ **Chew gum.**
- ✓ **Use nicotine spray or gum during the early stages of quitting.**



Smokeless Tobacco



Types of smokeless tobacco

SNUFF/DIP - ground tobacco in dry or moist forms

- ✓ SKOAL
- ✓ COPENHAGEN

CHEWING TOBACCO - loose leaf tobacco

- ✓ RED-MAN
- ✓ plug or block forms



Industry Strategy

- ✓ Make tobacco look “sexy” and “macho”
- ✓ Make the product enjoyable (a legal “buzz”)
- ✓ Get you hooked
- ✓ Conceal or minimize harmful health effects



Who uses Smokeless Tobacco?

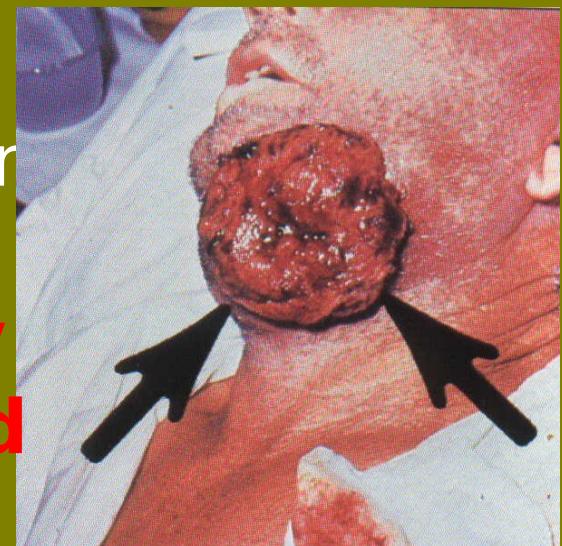
- ✓ 22.4 % of male Marines age 18-24
- ✓ 19.1% of all Marines
- ✓ 9.2% of all Navy
- ✓ 11. 7% of all military personnel



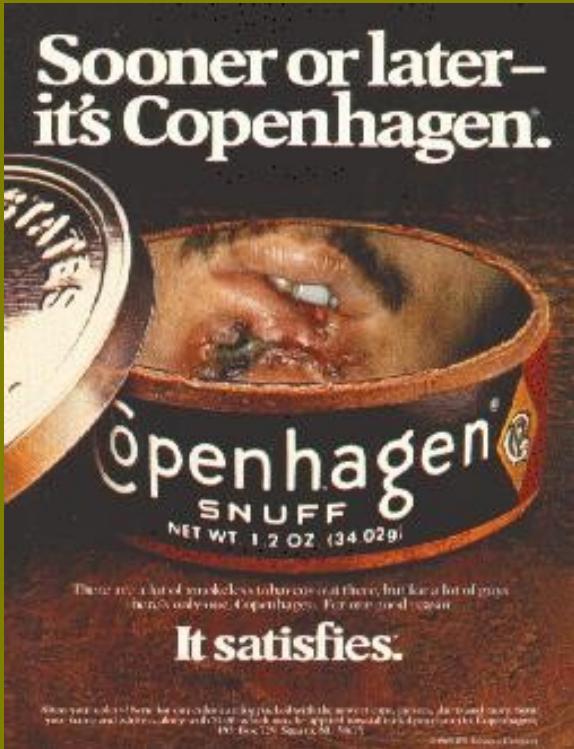
Facts about Smokeless

- ✓ 2 tins per week = 1.5 packs per day
- ✓ Dip held for 30 minutes = 4 cigarettes in nicotine
- ✓ **50 X** increase risk for ORAL CANCER than nonsmokers
- ✓ Kills at a YOUNGER AGE than cigarettes

Tobacco doesn't suddenly become safe when chewed instead of smoked!



The Bad Effects Happen Quickly!



QUICKLY

Over 50% of users develop abnormalities of the mouth after only **3.3 years**

Head and neck cancer can develop after only **6-7 years** (much faster than smoking)

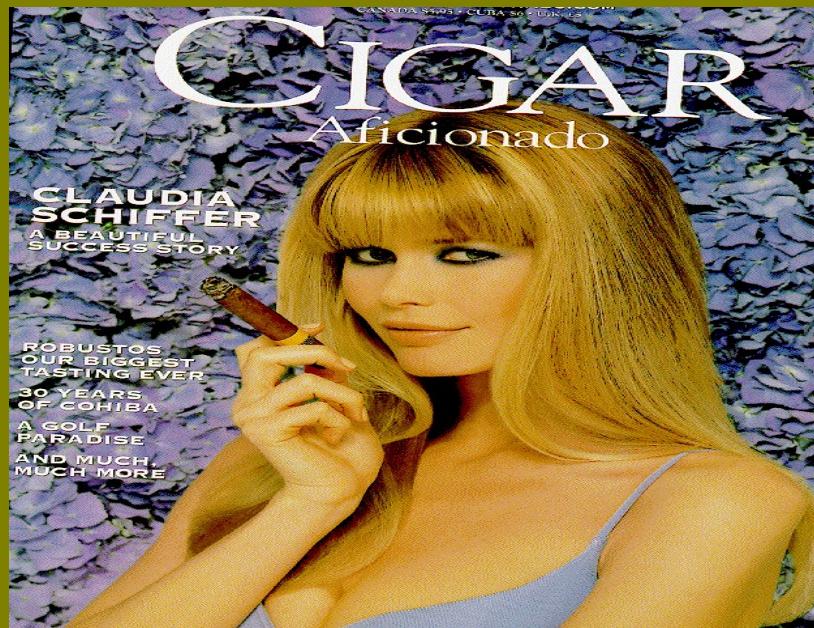


Cigar Facts



Industry Hype

- ✓ Power
- ✓ Fame
- ✓ Intelligence
- ✓ Glamour



Industry Résumé

- ✓ Influenced and shaped our thinking and our behavior
- ✓ Created a new generation of addicted smokers
- ✓ Used similar marketing campaign with cigarettes in 1940's, 1950's, 1960's . . .
- ✓ Know how to make “Big Profits”
- ✓ Know how to hook you!



Did you know?

✓ 42% of Marines use either a pipe or cigars!

✓ This is the highest rate of all of the services!



Myth # 1

Cigar smoking is a
safe alternative to
cigarettes



Facts

- ✓ Cigar smokers have the same if not higher chance of developing cancer of the mouth and esophagus as cigarette smokers!
- ✓ Cancer rates 34% higher than non smokers
- ✓ DEATH rate from bladder cancer is 3.6 X higher than nonsmokers



Facts

There is 12 times more nicotine in cigars than cigarettes, and 30 times more carbon monoxide!



Facts



Cigars usually contain up to 4,000 chemicals!

Cigars have more tar than cigarettes and cigar tar is more carcinogenic than cigarette tar!



**SO, Cigars are not a safe
alternative to smoking cigarettes!**



Myth # 2

Cigars aren't addictive



Facts

✓ Cigars **ARE** addicting!

✓ Some cigars contain as much nicotine as an entire pack of cigarettes

✓ Nicotine is a powerful psychoactive drug



Comparison: Filter Cigarette & Cigar

CIGARETTE

CIGAR

Weight: approx 0.68 g

approx 8 g

Nicotine: .5 - 1.4 mg 1.7 -

5.2 mg

Tar: .5 - 18 mg 16 -
 10 mg

Myth # 3

Cigar smoking doesn't cause lung cancer, emphysema or chronic bronchitis because you don't inhale



**Cigar smokers are at GREATER
RISK for**

Oral cancer

Lung cancer

Throat cancer



Facts

- ✓ Non-inhaling cigar smokers rate of lung cancer 3 X nonsmokers
- ✓ DEATH rate from laryngeal, oral, & esophageal cancers 4-10 X higher than nonsmokers
- ✓ DEATH rate from pulmonary disease 10 X higher than nonsmokers
- ✓ Lung cancer rate for those smoking 5 or more per day is 23 X nonsmoker



Smoking cigars **IS** hazardous to your health!



**A cigar has
been called “a
fire at one end
and a fool at
the other”** Greeley



Dollars & Cents



Monetary Costs of Smoking



\$2.75 per pack per day
x 365 days per year
\$1003.75 per year

THAT'S \$5020
over 5 years!



Monetary Cost of Dipping



2.25 per tin
x 5 tins per week
x 52 weeks per
year
585.00 per year

THAT'S \$2925 over 5
years!



Impact on Operational Readiness



Unit Operational Readiness

Marines with:

Decreased endurance

Impaired night vision

Decreased eye/hand coordination



HANDICAPS ON THE BATTLEFIELD!!!



Individual impact

Individual



**Increased absence from training
due to tobacco-related health problems**



Unit Impact

Tobacco Undermines Unit Readiness

- Man-hour loss
- Jeopardized performance
- Compromised overall readiness
- Increased workload on fellow Marines!
-



Quitting



Effects on Health After Quitting

- ✓ Within hours, blood pressure, pulse and body temperature return to normal
- ✓ Within days, chance of a heart attack decreases
- ✓ Within days, smell and taste returns to normal, breathing becomes easier
- ✓ Within 10 years, risk of lung cancer is almost the same as for those who never smoked



Other Effects of Quitting

- ✓ Improved self-esteem
- ✓ Healthier environment for family and friends
- ✓ Saves money
- ✓ Improved physical endurance AND overall health
- ✓ Freedom from addiction



Reasons to Quit



I am going “cold
turkey” tomorrow.
How about you?



Tapering & Weaning

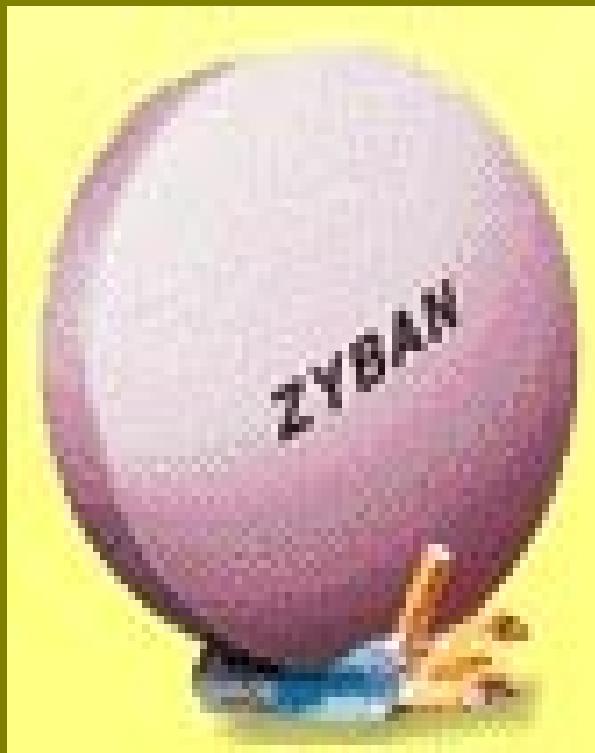


FREE!

Nicotine Replacement



Zyban



**YOU
CAN
DO IT!!**



Summary

- ✓ **Tobacco advertising can be deceptive**
- ✓ **Addiction to nicotine can be overcome**
- ✓ **All forms of tobacco are hazardous**
- ✓ **The benefits of quitting are significant!**
- ✓ **Quitting tobacco is the most important thing you can do for your health**
- ✓ **Get help if you need it**

DON'T GIVE UP!

